

ODS Summer Board Meeting 2007 Reports.

Minutes of Previous Meeting.

Oregon Dressage Society Board Meeting.
May 19th 2007 Yamhill County Fairgrounds, McMinnville, Oregon

Present: Ed Miller; Carol Stevens; Kimberlee Barker; Francy Haupt; Rose Newman; John Craven; Marsha Williams; Siobhan Barker; Corinne Stonier.

Apologies: Donna Thayer; Carol Taylor.

Meeting called to order at 7.40pm.

1.1. Introductions not needed.

1.2. Francy Haupt asked that the title of CMC be erased as she no longer holds that position. John Craven proposed the adoption of the minutes of the January 13th and 14th board meeting with the amendment. Seconded by Kimberlee Barker. Carried unanimously.

1.3. Francy Haupt, seconded by Rose Newman proposed the adoption of the meeting agenda. Carried unanimously.

2. Correspondence.

ODS had received a letter from United States Equestrian Federation (USEF) to explain its purpose in sending officials to shows.

3. Office Manager Report. Corinne Stonier.

3.1 2007 Memberships Statistics.

The board reviewed the written report (attached). Corinne explained that the rate of membership applications slows once the show season begins. Show secretaries are using the website membership list as a tool to find membership numbers of entrants. However, some secretaries are still sending results for ODS members only not for the entire show which frustrates the awards system as not all riders have their membership number at the time of the show.

(See below 3.3)

3.2. Publications.

The ODS roster is currently at the printers. The new printer, Documart, will provide a more complete service for a lower price than the previous printer. Corinne thanked Sarah Diebert for her suggestion regarding the printers. Test Booklet. Corinne has been in contact with Britney Neil of USEF with regards to the bulk supply of the USEF test book for ODS members. Corinne will talk further with USEF with regards to the \$1000 license to print the USEF Tests although they are not provided in a print ready format.

3.3. Awards.

USDF is to add ODS to its database and ODS will receive a onetime list of archived results 2003-2005. The Sport Horse awards have a different system. There is a need to have breed criteria for the awards and someone to manage the awards. John Craven will approach Barbara Tuohino Funk for awards criteria for the 2008 show season. Corinne is working on the awards backlog.

4. Financial Report. John Craven.

ODS has the following balances as of May 18th 2007:

General Fund \$25,000

Investment account \$14,000

Education Fund \$35,213.

John stated that this is the time at which ODS begins to payout rather than gain revenue as memberships are mostly in. There is not yet a need to raise dues but the board will need to look into both the raising of dues and what the membership receives in return. 2006 appeared to be a more financially successful year but United States Dressage Federation (USDF) had changed its GMO membership year which gave ODS an extra "cushion".

One area of concern is the awards, with possibly a rise in the awards fee charged at shows to cover the increased cost of awards. More scores earning awards are being obtained. Corinne will investigate the cost of shipping and John will prepare a cost analysis for the next meeting.

5. Region 6.

No Report received.

Ed Millar asked that USDF be made aware that they had sent out a non-payment notice with a threat of suspension from the organisation prior to sending a bill for services.

Concern was also expressed about the delay in ODS memberships being recorded in the USDF membership database. Donna Longacre had brought this to the notice of USDF and action was taken. The list is now up to date and Corinne is checking regularly to ensure it remains so.

6. Committee Reports. (Attached).

6.1. By-Laws. Donna Thayer will present a draft at the August meeting.

6.2. League Shows:

It was agreed that the enforcement of the rules will prove to be the difficult part of the league show program. This is of concern as there is now a league championship show and all participants should feel they are qualifying under the same criteria. The committee will draw up the requirements for the league shows and the show management will be made aware of these possibly with training required before approval is granted.

The following will present "rules" to the board for approval at the next meeting;

Attire- Siobhan Barker

Safety- Kimberlee Barker and Marsha Taylor

Equipment- Rose Newman.

Entries- Rose Newman.

The board will discuss and decide upon the appeal process.

Reports were received from;

Francy Haupt- Adult Education and USDF 'L' Education Program.

7. Old Business/Duties.

7.1. ODS Mission Statement.

Francy Haupt, seconded by John Craven, proposed the adoption of the amended ODS mission statement presented at the ODS retreat, January 13th & 14th 2007. Carried unanimously.

7.2. Stipend Issue. John Craven

John presented figures based on average mileage from destinations in each ODS region to Eugene at a rate of \$0.485 per mile.

After examination of these figures it was agreed that a stipend was inappropriate at this time and the board would not go forward with the issue.

7.3. League Show Mission Statement.

The prepared statement will go to the league show committee for examination.

It was agreed that awards for league shows will go from USDF Introductory Level to USEF Second Level only, including freestyles.

8. New Business.

8.1. Nominating committee.

Ballots will go out in August. There is a Director at Large vacancy. A broadcast e-mail will be sent to members asking them to approach other members with a view to being part of the nominating committee. John Craven will chair the committee.

8.2. USDF Convention Delegates.

Delegates to the 2007 USDF Convention will be;

Kimberlee Barker

Marsha Williams

Francy Haupt.

Ed Miller is a possible 4th delegate.

ODS will also send Corinne Stonier to the convention in her role as office manager.

8.3. Funds Request for Projector.

Francy Haupt requested funds for a projector to use for ODS events and functions where a powerpoint presentation is required. Currently ODS hires a projector from the facility hosting the event. From her research Francy suggested the price would be in the \$800-\$900 range. The board agreed to the purchase of the projector with the suggestion that Francy would get quotes for a projector with scanning possibilities also. She will e-mail the board with quotes and an e-mail vote will be taken on the purchase.

8.4. NAYRC Donation Request.

ODS has received a request for donations/sponsorship for the national championship. The board declined the request. The board will consider requests for local funding.

9. Next Meetings.

9.1. Summer Board Meeting.

To be re-scheduled. Possibly July 14th/15th 2007 . This may be an e-mail meeting.

9.2. General Membership Meeting.

November 3rd 2007 . Gateway Mall, Springfield, Oregon.

9.3. November Board Meeting.

November 3rd 2007 . Gateway Mall, Springfield, Oregon.

9.4. January Officer & Board Retreat.

January 12th and 13th 2008- Silver Falls Conference Centre, Oregon.

10. Adjourn Meeting.

Francy Haupt, seconded by Kimberlee Barker proposed the adjournment of the meeting. Carried unanimously. Meeting adjourned at 9.28pm.

2.0 Correspondence

Report by Corinne Stonier

1) A letter from USDF thanking ODS for the donation we made (pass thru donation from 2 chapters in the amount of \$750 — the chapters were and Pacific Crest Trail Chapter - \$500 and Cascade Chapter - \$250). We have a pledge commitment of \$10,460 remaining.

2) A letter from a member requesting a Winnie Heiney Duncan scholarship, however she was requesting that scholarship to attend the now cancelled Debbie McDonald Clinic that was to be held in Idaho. Corinne will contact her to see if she wants to re-write her request for another purpose.

3.0 Office Manager Report

Report by Corinne Stonier

Although I still really enjoy my job, last winter/spring I started to burn out pretty badly. To recharge, I have worked my “true” half time schedule in June and less than half time thus far into July to try to get some energy and enthusiasm back into me in regards to my job and also to catch up on some personal projects (repainting and reflooring my living, dining rooms and office).

I was going to take a week off to go with the family to our cabin in the North Cascades (Mazama by Winthrop, WA) this summer, but I have not done that yet. One thing that prevents me from taking time off is that there is nobody else “in the office” while I am gone, so when I return, there is backload of work with the mail, e-mail and phone messages piled up waiting for me. With the upcoming 5 weekends of ODS projects, I feel pressure to be here - I feel as though “someone” needs to be here to write checks, to send e-mails and provide support to the volunteers. The August schedule is “L” program activity on Aug 4/5, followed by ODS Breeders, ODS Education Fund Benefit Show, ODS Junior/Young Rider (the only show that I don’t necessarily need to be here, so maybe the week we go away) and finally the Championship Show Weekend (Banquet, Auction, etc).

I would like to know if the ODS budget can handle me hiring a support person for vacations, convention and for the busy season in the winter (like it says in the handbook). I am thinking someone like my neighbor who has basic office training that can either answer or take voicemails, enter information in the database, get the mail, process deposits, filing, etc. I did hire her twice last winter for 6 hours each time (but I paid her myself @ \$10/hour) and she helped me tremendously. My personal budget just doesn’t allow for that expense very often!

If the ODS Budget does not allow for this, then I really need to figure out another way. The Oregon PTA office has directors fill in during office hours so if that is a better solution, I could certainly do my best to make arrangements ... although it’s a little bit different that they are in an actual office and our office is in my home. But, maybe something could be worked out? Food for thought please let me know what you think.

3.1.1 Membership Numbers

We currently have **1214** members. Here are some basic statistics:

- Last year in November we had 1188 members; November 2005 we had 1151; in 2004 we had 1067
- 204 are brand new 2007 members vs. 196 in 2006
- 62 are interrupted members (meaning that they had been an ODS member in the past, however had not renewed in 2006) vs. 61 in 2006
- 20 Patron members vs. 24 in 2006 (although we have had 2 upgrade to business over the past quarter)
- 25 Business Member vs. 20 in 2006

3.1.2 Proposed 2008 Membership Form Changes

Report by Corinne Stonier

Please take a look at the 2007 membership forms, both online on the USDF website (<http://www.usdf.org/gmo>) and our form that members may print and mail (http://oregondressage.com/2007_ODS_MembershipForm.pdf) and give me feedback.

I would propose that the forms be similar except for that we must remove the \$17 USDF PM upgrade discount as that will no longer apply in 2008. Are there any other comments?

3.2 Publications

Report by Corinne Stonier

The new printer that we used for the ODS Roster was wonderful (Documart in the industrial part of NW Portland). Having them package rosters in envelopes vs. shrink wrap actually saved money (and is environmentally good, too with reduction of plastics/packaging). The bonus was that the envelope price included addressing and sorting by zip code - and delivery to our post office!

Are there any other comments about the ODS Roster - print quality, layout, etc?

See below for info about the upcoming 2008 Omnibus.

3.4.1 2008 ODS Omnibus Bids

Report by Corinne Stonier

Printing:

I obtained two quotes for printing of the 2008 ODS Omnibus (1100 copies). We did not get a bid from the Hillsboro Lazerquick (who has done the printing on the past four Omnibus years) because they went out of business.

1) Documart in NW Portland has been used for printing the ODS Championship Show program and has a non-profit discount. They print on high speed copiers: \$3426.31 for the interior pages/covers plus \$181.19 for envelopes, \$119.50 for inserting/sealing and \$115.43 for mail prep (inkjetting addresses) total of \$3842.43

2) E-Print has solicited us for printing for several years. I toured their facility in SW Portland and they use a combination of high speed copiers and high quality printing presses: \$5631 for interior pages plus \$144 for covers, \$159 for inkjetting, \$151 for envelopes and \$160 for stuffing/sealing for a total of \$6245.00

Last year we paid \$4714 for printing (high speed copiers) compared to 2006 when we paid \$3902 (high speed copiers) .

I did not bid design assuming that we would do that again inhouse as the past 2 years. However, I would like to officially request two extras to the \$2000 extra pay that I receive for the Omnibus typesetting (based on past Omnibus contracts, I think that I am already been entitled to this extra pay, but have not requested to be paid for

them for the past two years). 1) that the late fees get passed through to me (I'm the one that has to rush to get the job done if people are late) and 2) that I get 10% commission on ads that I sell.

Please let me know on these items and if it is agreed to use Documart for printing or if you would like for me to try to get another bid. Thank you.

3.3.2 2008 ODS Omnibus & Roster Ad Rates

Submitted by Corinne Stonier

After reviewing rates of the publications in our area and also considering the cost per page of printing the 2008 ODS Omnibus (roughly \$22.00 per page for printing costs plus my rate which is mostly used up for typing shows/rules and then postage cost), I would like to recommend that we stay with the current ad rates but to consider increasing in the next few years. Realistically, at a \$100 per page for advertising, we are charging a premium rate considering that our distribution is limited to 1200 copies. Other equine publications in our area charge between \$75 and \$300 for a similar sized ad with much more distribution (on average 7,500 - 10,000 copies printed) - and the higher end amounts include full color in the ad.

The ad rates and specifications have been updated already for 2008 on the website (www.oregondressage.com/omnibusinfo.html) so that you can review the information. I have not publicized the information (nor sent out reminder postcards for advertisers yet). Please let me know if you have any opinion on ad rates, etc.

As far as the Show listings go, I would like to recommend that we are also status quo on those. We currently charge \$80 for the first two pages and \$60 for each additional. This covers the basic per page costs and probably my time as well.

Last year the only person to complain about the page costs was Kaye Phaneuf and her complaint is that the AIM show is charged \$100 for a full page ad vs. other shows that pay \$80 for 2 pages of show listings; I stuck to the \$100 ad because that is how the rates are structured and the way that the AIM show appears in the Omnibus is definitely an ad, not a show listing.

Please let me know if you have any recommendations or questions about the upcoming Omnibus as I would like to get postcards in the mail to notify of the rates/deadlines soon.

5.1 Banquet & Silent Auction

Reported by Corinne Stonier

Rose Newman has volunteered to be the hostess for this year's banquet with Corinne helping her out. We have a facility contract and have put down a \$500 deposit. We have an ad coming out in Flying Changes and Corinne designed a webpage for the banquet (www.oregondressage.com/banquet.html)- a broadcast will be coming out soon.

- Dinners will again cost ODS \$24.95 pp; we will sell them for \$35 (presale discount) or \$40

- Patron tables will be \$400 (up-front table placement, dinner for 8, wine glasses, small gift and 2 bottles of wine)
- \$150.00 in bar sales waives the \$50 bar fee
- Wine corkage is \$7.50 per bottle
- Stage/podium charge is \$25
- Total bill incurs an 18% banquet service charge

The only major changes are:

1) We are requesting to save on office processing time by having people pay with credit card online using the paypal buttons (credit card percentage is actually lower than what we pay through the office) or mail the form with a check (about half of the patrons last year mailed or faxed the form with a credit card number).

2) We are changing the way that tables are purchased. There are multiple reasons for this change:

a) simply logistics — it is difficult to track who is supposed to be sitting at which table when the table is paid for by one person and dinners are paid for by other people. This becomes a time suck when a barn owner or table sponsor contacts the office to find out who has paid and who has not paid yet to be at their table, a bit of time is spent tracking this down.

b) several tables were purchased last year without having them “filled” which forced us to increase the amount of room space we used last year. Increasing the amount of room space is risky - the larger the room, the larger the ‘minimum food order’ is. If we don’t meet the minimum food order, then we are charged the difference (i.e. the minimum food order is \$2500 at a half ballroom but if we increase the size of the room to what we used last year (3/4 ballroom) it goes up to \$3750).

3) We decided against sending tickets in the mail this year due to time and cost. Several people lost their tickets anyhow, so we ended up tracking banquet attendees via a list system as well as a ticket system. In addition, tickets cost approximately \$29 to print using the office depot brand templates, however with postage up to 41 cents a stamp plus the notecard we used to mail the tickets in.

4) Lenora Long (an ODS mom from Sherwood) is starting to work on the auction. She has renegotiated the wine deal that Corinne made with them last year (Duck Pond will donate red if we buy white there). She is also going to be mailing the typical chapter basket letter and contacting local businesses after her daughter is done with 4-H fair.

5.3 ODS League Show Committee Notes/Proposals

Report given by Marsha on behalf of Marsha and Kim:

1) We want the Omnibus to state that the ODS Championship show should follow the rules for the Region VI championship show. Our main concern is the fact that horses can only be entered with one rider and no one else is allowed to ride the horse but a groom on a loose rein. We entertained the idea of making this rule for the League Championship also until we realized there are school horses that are shared. We feel that a horse can be shared by amateurs and/or young riders but not cross entered by a professional, however, the horse should not exceed the ride per day limitation for licensed shows.

2) League Championship requirements should be the same as ODS Championships: 2 scores, 2 shows and 2 judges and the percentages should be the same.

3) We want to combine the Linda Acheson Benefit show with another ODS show because we don't want to see it die and it has had 3 managers in the last 3 years. Our wish is that someone would take this on with a passion for the project but in the meantime we cannot commit to running it every year. We thought the League Championship Open classes would be a good way to keep it going.

4) We want a rule to be published in the ODS Omnibus that no one is allowed in any warm up arena at League or Licensed shows and this should be posted at the shows.

5) ODS awards need to pay for themselves. Pending John's financial study we feel we should change the awards criteria to 2 scores rather than just one score to receive a placque. Our second choice would be to raise the awards fee but we feel that would be unfair to people to show a lot to finance people who show only once. Either way the fee should cover the cost of the awards and we do not want to discontinue the program.

Report given on behalf of Siobhan Barker — please comment on items in italics as Siobhan has asked for your feedback on the exact wording. Thank you.

Proposed rule for the Omnibus regarding rider attire as assigned at the last board meeting:

The dress code for ODS league shows consists of informal show attire.

For example:

- A short or long sleeved polo shirt or turtle neck sweater (t-shirts, sleeveless shirts and tank tops are *not permitted/discouraged*);
- Breeches, jodhpurs or casual trousers of a conservative colour (jeans are *not permitted/discouraged*);
- Long or short boots with a heel are compulsory;
- Half chaps are permitted (*full chaps?????*);
- ASTM approved headgear <U>is compulsory for all junior riders under the age of 18</U> whilst mounted and encouraged for seniors. Other headgear is not permitted;
- Riders may wear traditional/formal show attire.

Report given on behalf of Rose Newman

Proposed rule for the Omnibus regarding tack as assigned at the last board meeting:

I have discussed with Corinne obtaining the basic tack requirements from the USEF rulebook and reprinting it into the Omnibus. This will be a service to the many ODS members who are not USEF members and will put their already required tack rules directly into our rules. As the USEF files are up online as proper PDF files, Corinne should be able to simply copy the rules online and paste them into our rulebook. Subsequent year Omnibus editors would follow suit (updating the rules each year).

5.4 ODS Education Committee

Report by Francy Haupt

USDF 'L' Education Program

The third session of the 'L' Program is done! It was a successful week end with lots of positive comments from the participants and auditors. Trenna Atkins, the session leader, felt that the session was well organized and that everything ran smoothly.

Unfortunately, the session was not well attended by auditors. There was only 5 two day and 2 one day auditors. I guess we will have to find a publicity person for the next program.

It does look like the session made a profit of around \$600. We had a bit of confusion with the initial hotel room for Trenna, so the program owes for two different hotel rooms.

The next session will be held at the Lake Oswego Dressage Show and is open only to the participants. I have spoken to Eva and Siobhan and things are moving forward nicely. I still need to touch base with Beth, the barn manager at Lake O to get some benches moved around.

5.5 ODS Awards Committee

Report by John Craven

Plate (and engraving)	\$4.50
internal envelope	0.05
Padded mailer	0.89
Labels (three-plus printing)	0.05
Postage	1.73
	total \$7.22

Corinne's time: 8.5 hours

440	plates awarded	
2210	Rides @ 60% or higher	
Cost of 440 awards:	\$3,176.80	
Total number of Recognized Rides		3,848

Current fee per entry	\$2.00
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The above figures reflect the number of awards, rides, and the costs for the recognized awards program since I had data for it. The cost of the awards would be the same for the league shows, but I don't have the participation figures. I think the same patterns would hold for the league shows.

Two things stand out to me— over half of the rides count toward awards (2210 out of 3848)

The revenue from entries at a flat \$2 fee per show doesn't come close to covering the costs. (I computed the revenue using an estimate of three rides per entry which is conservative. For a recognized two day show, the number of rides per entry would be more like two or rides a day, or four rides for the entry or \$1924 in revenue).

We need to restructure the awards fee... We have several options. Here are some ideas and I welcome others:

1. Instead of a flat fee per entry, we could charge a flat fee per ride. \$1 per ride would have covered the cost last year. The more rides a member has, the larger their fee. This has an element of fairness to it in my mind. Remember, under the current fee, with one entry and a flat \$2 charge, I could conceivably qualify for three award plates at a one show. (As an example: I entered two material classes, two training level classes, and two first level classes on one horse. This would most likely happen at Devonwood, or Championships).
2. We could raise the flat fee per entry. (Marsha suggested to me a \$5 fee at the upper limit). This would more than double the revenue and we should have a surplus. I believe the flat fee would need to be raised to around \$4, which would fund the program and leave a small carryover...but it's a 100% increase. Will this upset the members?
3. A more radical idea, which may be more cost-effective to the member and ODS, is to create the awards list, send the information to the vendor and the award-winning members and let the member order their plate directly from the vendor. The plates may cost a bit more, but those members who are truly interested in the award would be the one ordering. We could still have a show entry fee of \$1 for the award program to cover postage of the award letter (or we could just consider it as part of the membership benefit).

The more I think about this approach, the more I like it... Only those who want the award will pay for it. In my own situation, I'm likely to attend three shows this year... My current fees won't cover a plate at today's costs, however if we raised the show fee to \$4 per show, I could afford to order a plate at a cost of \$12 and still have an equal cash outlay. This might help with the issue of name changes, different spellings, etc. , since the member has the opportunity to correct or check information prior to creating the plate.

This is a lot of food for thought. Clearly we need to increase the revenue. In my mind options 1 and 3 are the most viable in terms of fairness. I also think it they may be better received than the huge increase that would be needed in the flat fee (option 2).

Discussion? Other suggestions?

6.1 By Laws

Report by Donna Thayer

The first draft of the new bylaws is essentially finished. Marsha and Corinne have answered many of my questions, and I have been referring to the latest edition of *The Oregon Non-Profit Handbook* for the legally correct language and procedures. The major changes are: 1. Electing six directors-at-large with three-year staggered terms; 2. Electing four regional representatives with one year terms based on chapter affiliation and zip codes for unaffiliated members; 3. Electing the president and president-elect from the Board of Directors but having the option to appoint the secretary and treasurer if necessary; 4. Keeping the terms of office at one year (not what some people wanted but I couldn't make that work effectively); 5. Committees which have been given Board functions (for us, that would mainly be committees with their own checking accounts) having two directors on them; 6. Dropping the special assessment.

The main area that I haven't finished is indemnification. We broadened it in January to include all volunteers, but we might want to narrow it to include just Board members, which will cover most of the main committees since we are putting two directors on those committees.

My plan now is to send this draft to Marsha, Corinne, Ed, and anyone else who would like to review it. I'll make changes based on their input, then send that document to a lawyer for legal review. My hope is that the document will be ready for a Board vote in November. Keep your fingers crossed, and please email me if you would like to review this first draft.

6.2 Delegates to USDF Convention

Report by Corinne Stonier

Ed Miller has reported that he is unable to attend. That leaves myself going as the ODS Office person plus delegates Kimberlee Barker, Marsha Williams & Francy Haupt. Do we want to find a fourth person to go? If not, given the price of airfare has risen and our stipends have not in several years, could I propose some relief to the volunteers by asking for an analysis of rising the financial stipend for volunteers to travel across the country to convention or perhaps just this year splitting what Ed would have received in 3 and dispersing to Kim, Marsha & Francy?

6.3 Projector Purchase

Reported by Francy Haupt

I have looked into the projector/scanner that Gaye told us about at the last meeting. It seems that they are no longer being made. This makes me wonder if it was a technology issue or a supply and demand issue.

I have spent so time on the internet price shopping and I feel that I can get just as good of a deal at Fry's. That way we would have a local facility to return it to if something happened to it. I did stop by Fry's last week and they have all of their projectors up and running so I could see how good the resolution was in medium light. I saw two that did a very good job. One was \$899 and the other was \$999. I will go back and speak to the Dept. Mgr. about the finer points when I have approval to buy.

7.1 Honorary Life Membership

I think that this discussion has already happened but I was not cc'ed on it so maybe someone can cut/paste the entire discussion this so that if what happened via e-mail was considered a vote it is on here for recording. -cjs